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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/927,345	08/13/2001	Amnon Ribak	RIBAK=1	6083

1444 7590 06/02/2005

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WASHINGTON, DC 20001-5303

EXAMINER

TRAN, TAM D

ART UNIT	PAPER NUMBER
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2676

DATE MAILED: 06/02/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/927,345

Applicant(s)

RIBAK ET AL.

Examiner

Tam D Tran

Art Unit

2676

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 04 November 2004.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-36 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-36 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) ✓
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

## DETAILED ACTION

### *Claim Rejections - 35 USC § 103*

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-36, are rejected under 35 U. S.C. 103(a) as being unpatentable over Dick Oliver (Sams teach yourself HTML 4 in 24 hours) in view of Yu (US 2002/0138555 A1).

2. In regard to claims 1, 13, 25, Dick Oliver teaches a method for visualizing data, comprising: receiving code (HTML code) representing content prepared by an author, the code comprising a plurality of hyperlinks and at least one attribute (fonts, text) associated with each of the hyperlinks; see page 73; receiving from a viewer of the content other than the author at least one user preference for displaying the hyperlinks (email links and links within a page); see page 97, 98, and displaying at least one, of the hyperlinks responsive to the at least one user preference and to the at least one attribute associated with the at least one of the hyperlinks. See pages 74, 75, 87. Dick Oliver is silent about displaying the content while hiding at least one, but not all, of the hyperlinks responsive to the at least one user preference and to the at least one attribute associated with the at least one of the hyperlinks. However, Yu teaches displaying the content while hiding at least one, but not all, of the hyperlinks responsive to the at least one user preference and to the at least one attribute associated with the at least one of the hyperlinks. See

Art Unit: 2676

page 2 paragraph 14. It would have been obvious to a person of ordinary skill in the art at the time of the invention to incorporate the method for hiding the hyperlinks of Yu into the method for displaying the hyperlinks of Dick Oliver because a combination of Dick Oliver's method and Yu's method would provide a personalized web experience in which users have capability of substituting, emphasizing, hiding images and texts.

3. In regard to claims 2, 14, 26, Dick Oliver teaches a method for visualizing data, wherein the at least one attribute comprises a verbosity characteristic, and wherein the at least one user preference specifies a desired level of verbosity, and wherein displaying the content comprises selecting the at least one of the hyperlinks to hide responsive to a comparison of the verbosity characteristic thereof and the verbosity level. See page 73.

4. In regard to claims 3, 15, 27, Dick Oliver teaches a method for visualizing data, wherein the verbosity level comprises a verbosity threshold, and wherein selecting the at least one of the hyperlinks comprises hiding those hyperlinks whose verbosity characteristic is above the threshold. See page 74.

5. In regard to claims 4, 16, 28, Dick Oliver teaches a method for visualizing data, wherein receiving the at least one user preference comprises servicing an interaction by the viewer with an on-screen control for setting the verbosity level. See page 74.

6. In regard to claims 5, 17, 29, Dick Oliver teaches a method for visualizing data, wherein the at least one attribute comprises a classification of the hyperlink into one of a plurality of predefined categories, and wherein receiving the set of at least one user preference comprises receiving the desired level of the verbosity by category. See page 74.

Art Unit: 2676

7. In regard to claims 6, 18, 30, Dick Oliver teaches a method for visualizing data, wherein the at least one attribute comprises a classification of the hyperlink into one of a plurality of predefined categories, and wherein receiving the at least one user preference comprises receiving the at least one user preference with regard to displaying each of the categories. See page 74, 75, 87.

8. In regard to claims 7, 19, 31, Dick Oliver teaches a method for visualizing data, wherein the hyperlinks comprises two or more hyperlinks in different ones of the categories associated with a single item in the content, and wherein displaying the content comprises determining which of the two or more hyperlinks to display responsive to the user preference. See page 74, 75.

9. In regard to claims 8, 20, 32, Dick Oliver teaches a method for visualizing data, wherein the content comprises markup language code (HTML). See page 74, 75, 87.

10. In regard to claims 9, 21, 33, Dick Oliver teaches a method for visualizing data, wherein the at least one attribute is determined by a style sheet associated with the content, and wherein displaying the content comprises formatting the content for display responsive to the style sheet. See page 75.

11. In regard to claims 10, 22, 34, Dick Oliver teaches a method for visualizing data, wherein receiving the at least one user preference comprises receiving an input of the preference while the content is being displayed, and wherein displaying the content comprises altering the content displayed based on the input of the preference. See page 74.

12. In regard to claims 11, 23, 35, Dick Oliver teaches a method for visualizing data, wherein displaying the content comprises using a Web browser program to generate the display, and

Art Unit: 2676

wherein receiving the at least one user preference comprises positioning a cursor on a screen and moving the cursor so as to interact with a user interface displayed by the browser program. See page 88.

13. In regard to claims 12, 24, 36, Dick Oliver teaches a method for visualizing data, wherein the user interface comprises slider controls. See page 75.

### ***Conclusion***

14. Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Tam D. Tran** whose telephone number is **571-272-7793**. The examiner can normally be reached on MON-FRI from 8:30 – 5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Matthew Bella** can be reached on **571-272-7778**. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Tam Tran


***TT***  
Examiner

Application/Control Number: 09/927,345

Page 6

Art Unit: 2676

Art unit 2676

A handwritten signature in black ink, reading "Matthew C. Bella". The signature is fluid and cursive, with the first name "Matthew" and last name "Bella" clearly legible, and "C." as a middle initial.

MATTHEW C. BELLA  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2600